



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of April 27, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: SFIXIO
9737 South Santa Monica Boulevard
Request for approval of a façade remodel and sign accommodation
(PL 110 5013)

PROJECT INFORMATION

Applicant	Tiziana Alessandro Mitchell
Address	9737 South Santa Monica Blvd
Project Name	SFIXIO
Project Type	<ul style="list-style-type: none">• Façade remodel• Sign accommodation

PROJECT DESCRIPTION

The project is located on the north side of the 9700 block of South Santa Monica Boulevard, between Roxbury Drive and Linden Drive. The applicant is requesting the approval of a façade remodel and sign accommodation to allow multiple business identification signs along the South Santa Monica Boulevard elevation. The following elements are proposed:

Façade:

- The existing moldings and awnings along the façade will be removed. The existing light fixtures along the top of the façade and the existing reveal will remain.
- The existing entrance door will be replaced with a clear tempered glass door (9'-8" in height) with a brushed stainless steel door handle and an aluminum frame.
- The existing windows along the left portion of the façade will be removed and replaced with two new windows (9'-8" in height) and a new clear tempered glass door with a brushed stainless steel door handle. The windows and door will contain an aluminum frame.
- The existing windows along the right portion of the façade will be removed and replaced with four new clear tempered glass windows (9'-8" in height) which would be set in an aluminum panel.
- A new horizontal window is proposed along the right portion of the façade. This window would contain clear tempered glass and would be set in an aluminum frame.
- A new plaster finish and color are proposed along the entire façade (color Marmorino Naturale CM7000).

- Nine new galvanized steel planters which would contain Sage (*Salvia clevelandii*) are proposed along the elevation. (As proposed the planters would be located in the public right of way, as such an encroachment permit must be obtained from the City prior to the planters being set out. A condition for an encroachment permit has been incorporated into Exhibit A attachment.)

Business Identification Sign

The applicant is requesting multiple business identification signs along the front elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs not to exceed 100 square feet. The applicant is proposing the following signage:

- One business ID sign located on the upper portion of the building façade (above the proposed horizontal window). This sign would contain one line of text reading "SFIXIO". This sign would be composed of a steel corten plate with stencil letters. This sign would be a total of 32.6 square feet.
- One business ID sign located to the left of the main entry. This sign would contain two lines of text, the first reading "SFIXIO" and the second reading "food as art". This sign is circular in shape and would be composed of an orange light box with a steel corten plate façade. The sign would be backlit with an LED strip (cool white low voltage). The sign would be a total of 3.14 SF.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage	Multiple business identification signs not to exceed 100 SF	<p>1 sign – maximum 2 SF/1 foot of linear street frontage occupied by the tenant (maximum 100 SF) and one smaller sign not to exceed 5 SF (only for business name, address and other operating hours)</p> <p>(2 SF/1 linear foot of store frontage, maximum 100 SF. Linear frontage = 65.5 ft)</p>	<p>35.74 SF (2 signs)</p>

ANALYSIS

The proposed façade remodel and signs are intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel and signage proposes quality materials. The use of quality materials and modern style shall be

cohesive with, and sometimes superior to, the facades found along South Santa Monica Boulevard. The proposed design offers a revitalized appearance with a clean finish and is consistent in quality with the other storefronts along South Santa Monica Boulevard.

ARCHITECTURAL CRITERIA

Pursuant to Municipal Code Section 3-3010 the Architectural Commission may approve, approve with conditions, or disapprove the issuance of a building permit in any matter subject to its jurisdiction after consideration of the following criteria:

(a) The plan for the proposed building or structure is in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

The proposed façade remodel and signs create a dynamic façade and interesting visuals. The materials proposed are of a high quality. The proposed business identification signs are simplistic in design. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed facade remodel and business identification signs appear to be in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

(b) The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.

The proposed façade remodel and new signs do not appear to modify any existing barriers to external or internal noise and is not anticipated to make the environment less favorable.

(c) The proposed building is not in its exterior design and appearance of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.

The materials proposed for the facade remodel and new signs do not appear to be inferior in quality or execution and would therefore not degrade the local environment in appearance or value.

(d) The proposed building or structure is in harmony with the proposed developments on land in the General area, with the General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

The proposed facade remodel and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed

or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

Subject to review of the final construction documents, the proposed façade remodel and new signage are in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures involved.

RECOMMENDATION

Based on the foregoing analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the conditions of approval (attached).



Shena Rojemann, Associate Planner

Attachments

Exhibit A – Conditions of Approval

EXHIBIT A
Standard Conditions of Approval

1. The applicant shall obtain an encroachment permit from the City prior to placing any planters within the public right-of-way (sidewalk).
2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 27, 2011.
3. This approval by the Architectural Commission is for design only; the project is subject to all applicable City regulations for the construction of the project (including zoning, building codes and Public Works requirements.)
4. Any future modifications to this approval shall be presented to staff for a determination as to whether the change may be approved by staff (minor) or requires review by the Commission. Changes made without City approval shall be required to be restored to match the City approved plans.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.